

**PATENT**

Atty Docket No.: 200309098-1

App. Scr. No.: 10/693,580

**IN THE CLAIMS:**

*Please find below a listing of all of the pending claims. The statuses of the claims are set forth in parentheses.*

1. (Currently amended) A method of generating a web page comprising:  
designating content for publication on the web page; and  
designating a specific portion of the content to prevent a web crawling mechanism from indexing the specific portion, wherein designating a specific portion comprises utilizing tags to enclose the specific portion so as to designate the specific portion without modifying the specific portion.
2. (Canceled).
3. (Currently amended) The method of claim 2 wherein one of the tags comprises a robot tag.
4. (Currently amended) The method of claim 1 wherein ~~designating a specific portion of the content further~~ utilizing tags to enclose the specific portion comprises:  
utilizing an attributes in the tags to designate the specific portion, at least one of the attributes provides an indication that prevents the web crawling mechanism from indexing the specific portion.
5. (Currently amended) The method of claim 4 wherein one of the attributes comprises a robot attribute.

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6. (Currently amended) The method of claim 1, wherein indexing the specific content ~~portion~~ further comprises following the specific content portion.

7. (Currently amended) A computer system for generating a web page comprising:  
a processor;  
an application program coupled to the processor wherein the application program is capable of;  
designating information for publication on the web page; and  
designating a specific portion of the information to prevent a web crawling mechanism from following the specific portion, wherein designating a specific portion comprises utilizing tags to enclose the specific portion so as to designate the specific portion without modifying the specific portion.

8. (Canceled).

9. (Currently amended) The system of claim 8 wherein one of the tags comprises a robot tag.

10. (Currently amended) The system of claim 7 wherein ~~designating a specific portion of the information further comprises:~~  
~~implementing an attribute to designate the specific portion of the information~~ the tags include attributes that prevent the web crawling mechanism from following the specific portion.

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11. (Currently amended) The system of claim 10 wherein one of the attributes comprises a robot attribute.

12. (Currently amended) The system of claim 7 wherein following the specific content portion further comprises indexing the specific content portion.

13. (Currently amended) A computer program product for generating a web page, the computer program product comprising a computer usable medium having computer readable program means for causing a computer to perform the steps of:

allowing content to be designated for publication on the web page; and

allowing a specific portion of the content to be designated to prevent a web crawling mechanism from indexing the specific portion by utilizing tags to enclose the specific portion so as to prevent the specific portion from being indexed by the web crawling mechanism without modifying the specific portion.

14. (Canceled).

15. (Currently amended) The computer program product of claim 14 wherein one of the tags comprises a robot tag.

16. (Currently amended) The computer program product of claim 13 wherein ~~designating a specific portion of the content further comprises:~~

~~utilizing an attribute to designate the specific portion of the content~~ utilizing tags to

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enclose the specific portion comprises:

utilizing attributes in the tags to designate the specific portion of the content.

17. (Currently amended) A method of generating a web page comprising:

designating content for publication on the web page;

utilizing a-tag tags to designate enclose a specific portion of the content without

modifying the specific portion of the content so as to designate the specific portion to prevent

a web crawling mechanism from indexing the specific portion, wherein one of the tags

comprises a robot tag.

18. (Original) The method of claim 17 wherein indexing further comprises following.

19. (Currently amended) The method of claim 17 wherein utilizing a-tag-to-designate

~~a specific portion of the content further~~ tags to enclose the specific portion comprises:

utilizing an attributes in the tags to designate the specific portion of the content.

20. (Currently amended) The method of claim 19 wherein one of the attributes

comprises a robot attribute.